

HOTEL OCCUPANCY AND CRUISE SHIP DATA

1999 ANNUAL VISITOR RESEARCH REPORT



TABLE 56: State Hotel Occupancy Rate: 1999 vs. 1998

State	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	71.8	74.0	-2.2	133.43	135.36	-1.4	95.80	100.17	-4.4
February	83.2	82.6	0.6	134.55	136.21	-1.2	111.95	112.51	-0.5
March	76.0	75.6	0.4	134.55	135.98	-1.1	102.26	102.80	-0.5
April	68.8	70.4	-1.6	132.17	131.06	0.8	90.93	92.27	-1.4
May	65.1	66.6	-1.5	125.37	123.01	1.9	81.62	81.92	-0.4
June	69.1	69.1	0.0	125.96	124.16	1.4	87.04	85.79	1.4
July	74.9	73.5	1.4	130.31	126.29	3.2	97.60	92.82	5.1
August	77.1	75.2	1.9	134.44	131.62	2.1	103.65	98.98	4.7
September	72.9	69.9	3.0	123.28	119.95	2.8	89.87	83.85	7.2
October ^{2/}	73.7	71.2	2.5	126.90	121.74	4.2	93.53	86.68	7.9
November ^{2/}	71.9	67.3	4.6	124.31	120.93	2.8	89.38	81.39	9.8
December ^{2/}	61.1	63.4	-2.3	152.64	140.56	8.6	93.26	89.12	4.7
TOTAL	72.1	71.6	0.6	131.49	128.91	2.0	94.85	92.25	2.8

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 57: Oahu Hotel Occupancy Rate: 1999 vs. 1998

Oahu	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	71.9	76.9	-5.0	111.40	121.88	-8.6	80.10	93.73	-14.5
February	82.6	84.6	-2.0	108.62	119.99	-9.5	89.72	101.51	-11.6
March	73.1	73.3	-0.2	105.70	114.98	-8.1	77.27	84.28	-8.3
April	66.7	69.0	-2.3	106.62	110.69	-3.7	71.12	76.38	-6.9
May	64.5	66.8	-2.3	106.39	107.20	-0.8	68.62	71.61	-4.2
June	69.1	69.8	-0.7	105.09	108.65	-3.3	72.62	75.84	-4.2
July	73.8	75.5	-1.7	106.10	109.86	-3.4	78.30	82.94	-5.6
August	75.2	74.7	0.5	112.24	115.37	-2.7	84.40	86.18	-2.1
September	74.2	72.0	2.2	105.23	105.63	-0.4	78.08	76.05	2.7
October ^{2/}	72.4	68.8	3.6	109.15	107.02	2.0	79.02	73.63	7.3
November ^{2/}	73.1	69.6	3.5	104.69	103.71	0.9	76.53	72.18	6.0
December ^{2/}	65.2	67.4	-2.2	118.63	114.38	3.7	77.35	77.09	0.3
TOTAL	71.8	72.4	-0.6	108.32	111.61	-2.9	77.79	80.77	-3.7

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 58: Maui Hotel Occupancy Rate: 1999 vs. 1998

Maui	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	76.2	72.3	3.9	160.97	157.13	2.4	122.66	113.60	8.0
February	89.6	81.8	7.8	169.77	168.26	0.9	152.11	137.64	10.5
March	87.2	82.1	5.1	167.78	169.52	-1.0	146.30	139.18	5.1
April	78.3	76.8	1.5	161.58	163.65	-1.3	126.52	125.68	0.7
May	70.5	67.5	3.0	146.08	146.00	0.1	102.99	98.55	4.5
June	73.5	71.8	1.7	153.31	150.58	1.8	112.68	108.12	4.2
July	80.4	71.4	9.0	161.91	152.60	6.1	130.18	108.96	19.5
August	83.1	77.0	6.1	162.72	159.31	2.1	135.22	122.67	10.2
September	73.2	69.1	4.1	144.53	143.91	0.4	105.80	99.44	6.4
October ^{2/}	80.0	76.4	3.6	149.14	140.70	6.0	119.31	107.49	11.0
November ^{2/}	75.0	69.0	6.0	149.66	144.28	3.7	112.25	99.55	12.7
December ^{2/}	61.3	64.6	-3.3	197.24	170.11	15.9	120.91	109.89	10.0
TOTAL	77.4	73.3	4.0	160.39	155.50	3.1	124.08	114.01	8.8

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 59: Kauai Hotel Occupancy Rate: 1999 vs. 1998

Kauai	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change 1/	1999	1998	% Change	1999	1998	% Change
January	60.0	56.7	3.3	146.27	134.39	8.8	87.76	76.20	15.2
February	74.4	67.7	6.7	149.66	136.07	10.0	111.35	92.12	20.9
March	75.2	69.3	5.9	144.99	136.78	6.0	109.03	94.79	15.0
April	69.8	68.1	1.7	146.54	135.30	8.3	102.28	92.14	11.0
May	69.8	60.4	9.4	140.14	131.65	6.4	97.82	79.52	23.0
June	68.2	68.5	-0.3	141.22	135.00	4.6	96.31	92.48	4.1
July	77.9	70.3	7.6	143.38	138.54	3.5	111.69	97.39	14.7
August	77.1	74.1	3.0	138.84	144.37	-3.8	107.05	106.98	0.1
September	74.2	65.6	8.6	139.56	135.96	2.6	103.55	89.19	16.1
October ^{2/}	75.4	71.4	4.0	140.81	138.37	1.8	106.17	98.80	7.5
November ^{2/}	68.0	63.5	4.5	139.68	133.86	4.3	94.98	85.00	11.7
December ^{2/}	53.8	53.2	0.6	168.34	157.68	6.8	90.57	83.89	8.0
TOTAL	70.3	65.7	4.6	144.95	138.16	4.9	101.93	90.82	12.2

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 60: Hawaii (Big Island) Hotel Occupancy Rate: 1999 vs. 1998

Big Island	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change 1/	1999	1998	% Change	1999	1998	% Change
January	73.0	76.6	-3.6	158.61	147.40	7.6	115.79	112.91	2.5
February	81.3	85.5	-4.2	158.06	146.30	8.0	128.50	125.09	2.7
March	68.9	78.2	-9.3	170.32	155.53	9.5	117.35	121.62	-3.5
April	60.1	66.6	-6.5	161.81	150.11	7.8	97.25	99.97	-2.7
May	54.3	68.4	-14.1	151.63	141.45	7.2	82.34	96.75	-14.9
June	61.7	62.5	-0.8	148.62	134.46	10.5	91.70	84.04	9.1
July	67.4	70.8	-3.4	157.98	143.50	10.1	106.48	101.60	4.8
August	73.7	74.9	-1.2	165.48	137.37	20.5	121.96	102.89	18.5
September	65.8	66.4	-0.6	148.30	124.67	19.0	97.58	82.78	17.9
October ^{2/}	67.0	71.3	-4.3	143.26	128.72	11.3	95.98	91.78	4.6
November ^{2/}	64.6	59.2	5.4	146.82	141.32	3.9	94.85	83.66	13.4
December ^{2/}	51.2	54.5	-3.3	212.93	190.44	11.8	109.02	103.79	5.0
TOTAL	65.8	69.6	-3.8	160.32	145.11	10.5	105.41	100.96	4.4

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 61: 1999 Visitor Arrivals by Cruise Ships

1999	STATE	OAHU	MAUI	KAUAI	BIG ISLAND	# OF SHIP ARRIVALS ^{1/}	AVERAGE LENGTH OF STAY	TOTAL VISITOR DAYS
January	4,662	4,650	6,130	2,277	4,465	8	2.50	11,655
February	2,652	2,652	1,414	1,414	1,414	2	6.50	17,238
March	3,580	3,580	1,532	1,785	1,806	4	3.50	12,530
April	10,669	8,738	8,342	8,342	10,273	8	8.25	88,019
May	1,601	3,511	3,442	6,408	1,201	3	3.33	5,337
June	0	0	0	0	0	0	0.00	0
July	338	338	338	317	317	1	7.00	2,366
August	0	0	0	0	0	0	0.00	0
September	5,546	1,984	3,655	3,655	5,546	3	10.70	59,342
October	10,972	12,828	11,353	11,387	9,219	7	7.70	84,484
November	2,397	4,097	4,459	1,176	4,470	2	5.00	11,985
December	2,338	2,338	1,175	2,334	3,508	3	4.67	10,911
TOTAL	44,755	44,716	41,840	39,095	42,219	41	6.79	303,867

1/ Some ships came multiple times.

Note: a. Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

b. If a ship came at the end of the month, passenger count is included in the state figure for the month. Island visitation may be counted in the following month.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

TABLE 62: 1998 Visitor Arrivals by Cruise Ships

1998	STATE	OAHU	MAUI	KAUAI	BIG ISLAND	# OF SHIP ARRIVALS ^{1/}	AVERAGE LENGTH OF STAY	TOTAL VISITOR DAYS
January	3,422	3,422	0	2,822	1,992	5	3.04	10,411
February	1,674	1,674	0	1,674	0	1	2.00	3,348
March	1,765	1,765	0	463	463	3	2.67	4,707
April	6,374	4,713	4,645	4,717	6,379	6	6.17	39,306
May	2,865	4,531	5,005	6,999	6,507	5	6.40	18,336
June	375	375	0	0	375	1	2.00	750
July	0	0	0	0	0	0	0.00	0
August	0	0	0	0	0	0	0.00	0
September	5,687	5,687	5,687	5,687	5,099	6	6.20	35,259
October	8,879	8,879	8,879	7,395	8,879	8	7.40	65,705
November	5,175	5,123	5,156	5,123	5,175	5	5.20	26,910
December	4,726	3,905	3,721	4,726	5,439	6	6.83	32,294
TOTAL	40,942	40,074	33,093	39,606	40,308	46	5.79	237,027

1/ Some ships came multiple times.

Note: a. Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

b. If a ship came at the end of the month, passenger count is included in the state figure for the month. Island visitation may be counted in the following month.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.